

## ORDER



**WKYC**

<b>Orders</b>	<b>Order / Rev:</b>	<b>724584</b>	
	Alt Order #:	06393615	
	Product Desc:	THOMAS PETERFFY	
	Estimate:	1547	
	Flight Dates:	10/25/12 - 11/06/12	
	Original Date / Rev:	10/24/12 / 10/24/12	
	Order Type:	Political	
			<b>WKYC</b>
			Joe Knauer
			T-WAS
			NAT
<b>Agency</b>	<b>Name:</b>	<b>Mentzer Media Services/ POL</b>	
	Buying Contact:		Cash
	Billing Contact:		Broadcast
		600 Fairmount Ave. Suite 306	EOM/EOC
		Towson, MD 21286	Agency Commission:
			15%
<b>Advertiser</b>	<b>Name:</b>	<b>Peterffy, Thomas</b>	
	Demographic:	A35+	New Business Thru:
	Product Codes:	IS-Issue/Non Ballot	Order Separation:
	Priority:	P-5	Advertiser External ID:
	Revenue Codes:	AGY, GEN, POL	Agency External ID:

## **Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/28/12	17	\$97,000.00	\$82,450.00	October 2012	17	\$97,000.00	\$82,450.00	0.00
10/29/12	10/31/12	19	\$128,000.00	\$108,800.00	November 2012	19	\$128,000.00	\$108,800.00	0.00
					Totals	36	\$225,000.00	\$191,250.00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Joe Knauer Start Of Order - End Of Order 100%

Order / Rev: 724584  
Alt Order #: 06393615  
Flight Dates: 10/25/12 - 11/06/12

Advertiser: Peterffy, Thomas  
Product Desc: THOMAS PETERFFY WKYC  
Estimate: 1547

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WKYC	10/25/12	10/27/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	---T-S-	1:00	2	\$9,000.00	P-5	0.00	NM	2	\$18,000.00
<b>1X PER DAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
E 7	WKYC	10/26/12	10/26/12	Fri Prime C Fri Prime C	CM	10-11p	----F--	1:00	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
E 8	WKYC	10/27/12	10/27/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	1:00	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
E 9	WKYC	10/27/12	10/27/12	Sat Prime C Sat Prime C	CM	10-11p	-----S-	1:00	1	\$7,000.00	P-5	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
E 10	WKYC	10/27/12	10/27/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	1:00	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
E 11	WKYC	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	1:00	1	\$6,000.00	P-5	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
E 12	WKYC	10/29/12	10/31/12	M-F 7-9a Today Today Show	CM	7a-9a	MTW----	1:00	4	\$5,000.00	P-5	0.00	NM	4	\$20,000.00
<b>1X M,W 2X TUE</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12															
E 13	WKYC	10/29/12	10/31/12	M-F 10-11a M-F 10-11a	CM	10a-11a	MTW----	1:00	3	\$2,400.00	P-5	0.00	NM	3	\$7,200.00
<b>1X PER DAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12															
E 14	WKYC	10/29/12	10/31/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	MTW----	1:00	3	\$1,000.00	P-5	0.00	NM	3	\$3,000.00
<b>1X PER DAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12															
E 15	WKYC	10/29/12	10/31/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MTW----	1:00	3	\$7,600.00	P-5	0.00	NM	3	\$22,800.00
<b>1X PER DAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12															
E 16	WKYC	10/29/12	10/31/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	MTW----	1:00	3	\$16,000.00	P-5	0.00	NM	3	\$48,000.00
<b>1X PER DAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12															
E 17	WKYC	10/29/12	10/31/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MTW----	1:00	3	\$9,000.00	P-5	0.00	NM	3	\$27,000.00
<b>1X PER DAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12															

Totals 36 \$225,000.00